

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein  
Serial No. : 10/748,682  
Filed : December 31, 2003

Art Unit : 3688  
Examiner : Khanh H. Le  
Conf. No. : 1976

Title : SYSTEM AND METHOD FOR DELIVERING INTERNET  
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND  
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

**MAIL STOP RCE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JUNE 30, 2010, FILED WITH A REQUEST FOR  
CONTINUED EXAMINATION

Please amend the above-identified application as follows: